

Sustainability 2024

Report

永續報告書



東北角鼻頭角燈塔照片空拍 Aerial View of Bitou Cape Lighthouse in the Northeast and Yilan Coast National Scenic Area



交通部觀光署東北角及宜蘭海岸國家風景區管理處
Northeast and Yilan Coast National Scenic Area Headquarters



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處長序

東北角管理處不僅是臺灣第一個，也是東亞參與綠色目的地認證計畫的先鋒，至 2025 年已經連續 10 年獲選百大綠色目的地。管理處推動區內業者申請綠色旅行標章也已進入第 7 年，至 2025 年累計共有 16 家業者獲得標章。從管理處角度來說，因應國際間對於目的地永續發展有重視程度越來越高的趨勢，如何讓業者可以接軌國際旅遊市場，是我們要努力的課題。

我們透過 2020 年成立「大東北角觀光圈」整合行銷平臺，串聯包含新北市 7 行政區（瑞芳、平溪、雙溪、貢寮、坪林、石碇、深坑）及宜蘭縣 12 鄉鎮區域內飲食、住宿、遊程、購物、交通等觀光產業服務業者，藉由火車、台灣好行、自行車等運具，帶動深度體驗地方觀光的活動，逐步整合大東北角地區永續旅遊服務的供應鏈，建立旅行社與區內綠色標章業者的合作平台，希望凝聚有共同理念的業者，持續將大東北角地區的永續遊程，介紹給國內外的消費者及遊客。

而 2024 年東北角受綠色目的地基金會邀請作為「好旅行聯盟（Good Travel Alliance, GTA）」之創始目的地，並與該基金會簽署備忘錄，於 2025 年 ITB 柏林旅展獲頒創始目的地證書。除了持續引導觀光產業業者加入永續管理行列，期盼藉由與國際聯盟互動促進東北角及宜蘭海岸國家風景區逐步形成符合國際市場需求之永續產業供應鏈及遊程商品。

處長 游麗玉



永續推動小組（綠色小組）至花蓮見習，並與花東縱谷國家風景區管理處同仁交流。

Director's Preface

The Northeast and Yilan Coast National Scenic Area (NEYC) is Taiwan's pioneer destination in terms of participation in the Green Destinations Award and Certification Program in Taiwan, and also the first in East Asia. As of 2025, it has been selected as one of the Top 100 Green Destinations for 10 consecutive years. NEYC has encouraged local businesses to adopt the Green Travel Label since 2020 with a total of 16 operators certified as of 2025.

From NEYC Headquarters' perspective, as global attention to sustainable destination management grows, a key goal is to help local tourism businesses connect with the international travel market.

In 2020, NEYC Headquarters launched the **Greater Northeast Coast Tourism Circle Integrated Marketing Platform**, linking tourism and service providers across seven districts in New Taipei City and 12 townships in Yilan County. Through transport options such as trains, the Taiwan Tourist Shuttle, and bicycles, this platform serves to promote in-depth local experiences and build a sustainable tourism supply chain. It also connects travel agencies with Green Label businesses, encouraging partners with shared values to introduce sustainable tour products to domestic and international visitors.

In 2024, NEYC Headquarters was invited by the **Green Destinations Foundation** to be a **founding member of the Good Travel Alliance (GTA)**, with the signing of an **MOU** and the presentation of the **Founding Destination Certificate** at 2025 ITB Berlin. By guiding tourism businesses toward sustainable practices and engaging with international partners, NEYC Headquarters aims to shape a sustainable tourism supply chain and products that meet global market needs.

Director Li-Yu Yu *Li Yu Yu*



Photo Caption :The Green Team visited Hualien for a study tour and exchanged experiences with colleagues from East Longitudinal Valley National Scenic Area Headquarters

永續管理背景說明

東北角及宜蘭海岸國家風景區管理處（以下簡稱東北角管理處）自 2015 年以「將舊草嶺隧道整建為自行車道帶動當地旅遊活動與經濟效益之案例」，獲得世界旅遊業理事會（World Travel & Tourism Council, WTTC）之「明日旅業大獎 - 目的地類」，以此為契機於 2016 年起採用國際性認證「綠色目的地標章認證計畫（Green Destinations Award and Certification Program, ACP）」準則為工具，永續經營轄區觀光事業。通過 ACP 稽核程序，東北角分別於 2018 及 2020 年獲得綠色目的地認證銀質獎及金質獎，並於 2024 年再度獲得金質獎（有效期自 2024 年 1 月 1 日起兩年）。

東北角持續 9 年獲獎提升區域永續國際能見度

此外，於 2016 年起已連續 9 年參加並獲選「全球綠色目的地百大故事競賽（Green Destinations Top 100 Stories Competition）」，而在 2019 年競賽加入故事評比後，管理處至 2024 年分別以舊草嶺隧道、淡蘭古道（草嶺古道）、卯澳漁村、龜山島、鼻頭角步道及壯圍沙丘生態園區永續經營案例獲得「全球綠色目的地百大故事獎」，舊草嶺隧道經營案例於 2020 年獲得亞太地區最佳綠色目的地獎項，淡蘭古道手作故事於 2021 年獲 ITB 柏林旅展永續故事文化社區類第三名獎項，龜山島生態旅遊推動於 2023 年獲第一屆亞洲生態旅遊聯盟國際生態旅遊獎 - 目的地治理類。透過國際性獎項向全球旅客推廣介紹東北角永續經營之觀光景點與所提供相關遊憩服務。

管理處於 2016 至 2020 年著重在於內部永續管理的基礎架構建置，為將永續實踐推展至區域業者，2020 年採用 GTS 綠色旅行標章（Green Travel Seal）系統作為工具，逐年協助區內有意願的業者接軌國際永續標準。累計至 2024 年共協助 21 家業者，並有 15 家取得「GTS 綠色旅行標章」，更於 2023 年始連續三年舉辦「大東北角永續實踐故事競賽」，鼓勵業者分享其永續行動並針對投入永續經營的業者，提供露出與行銷機會。

管理處將持續透過導入系統性的永續準則，促進觀光產業業者落實永續概念與作為，以建立綠色旅遊產業服務節點，再運用遊程串聯各節點責任旅遊產業鏈，產出之遊程產品提供旅行社行銷販售，期能藉此提供誘因，支持轄區業者持續投入資源，實踐國際永續旅遊標準。

Background to Sustainable Management

NEYC Headquarters began advancing sustainable tourism in 2015 through the Old Caoling Tunnel Revitalization Project, which transformed the historic tunnel into a cycling route to boost local tourism and economic vitality. This project received the World Travel & Tourism Council (WTTC) Tourism for Tomorrow Award in the Destination Category, marking the beginning of NEYC's long-term commitment to sustainable destination management.

Building on this milestone, NEYC adopted the principles of the international **Green Destinations Award and Certification Program (ACP)** in 2016 as a management tool for sustainable destination development. Through the ACP auditing process, NEYC earned the **Silver Award** in 2018, the **Gold Award** in 2020, and the **Gold Award** again in 2024 (valid from January 1, 2024 to January 1, 2026).

Raising Global Visibility Through Sustainability Practices

From 2016 to 2025, NEYC has been recognized among the Top 100 Green Destinations for 10 consecutive years. With the inclusion of a storytelling category in the Green Destinations Top 100 Stories Competition in 2019, NEYC was further honored for its sustainable management examples, including the Old Caoling Tunnel, Caoling Historic Trail (Tamsui-Kavalan Trail), Mao' ao Fishing Village, Guishan Island, Bitou Cape Trail, and Zhuangwei Dune Visitor Center. Notably, the Old Caoling Tunnel received the Best Green Destination in Asia-Pacific Award (2020), the Caoling Trail Handicraft Story won 3rd place in the Cultural and Community Category at ITB Berlin Sustainable Stories (2021), and the Guishan Island Ecotourism Program received 1st place in the Destination Governance Category of the Asian Ecotourism Network Awards (2023). Through these international achievements, NEYC is showcasing its sustainable destinations and tourism services to audiences worldwide.

From 2016 to 2020, NEYC strengthened its internal sustainability framework and, in 2020, introduced the **Green Travel Seal (GTS)** system to help local operators align with international sustainability standards. By 2024, NEYC had supported **21 businesses**, with **15 certified under GTS**. Since 2023, the **Greater Northeast Coast Sustainable Story Competition** has been held annually to encourage local operators to share their sustainability actions and increase their visibility.



Moving forward, NEYC Headquarters will continue promoting systematic criteria and collaboration within the tourism industry. By building a green tourism service network and connecting responsible-service points through itineraries, NEYC aims to create market incentives that encourage continuous investment in global sustainable tourism practices.

補充說明

1. 「綠色目的地標章認證計畫 (Green Destinations Award and Certification Program, ACP) 」分為依照目的地符合永續旅遊準則比例，稽核後分為 :60% 銅、70% 銀、80 金、90% 白金獎，若目的地達到 100% 符合永續旅遊準則，才能通過認證 (Certified) 。
2. 綠色目的地百大故事競賽 (Green Destinations Top 100 Stories Competition) ，為鼓勵目的地在永續實踐的行動分享，比賽不是認證 (Certification) 。



東北角管理處 2024 年再度獲得金質獎。

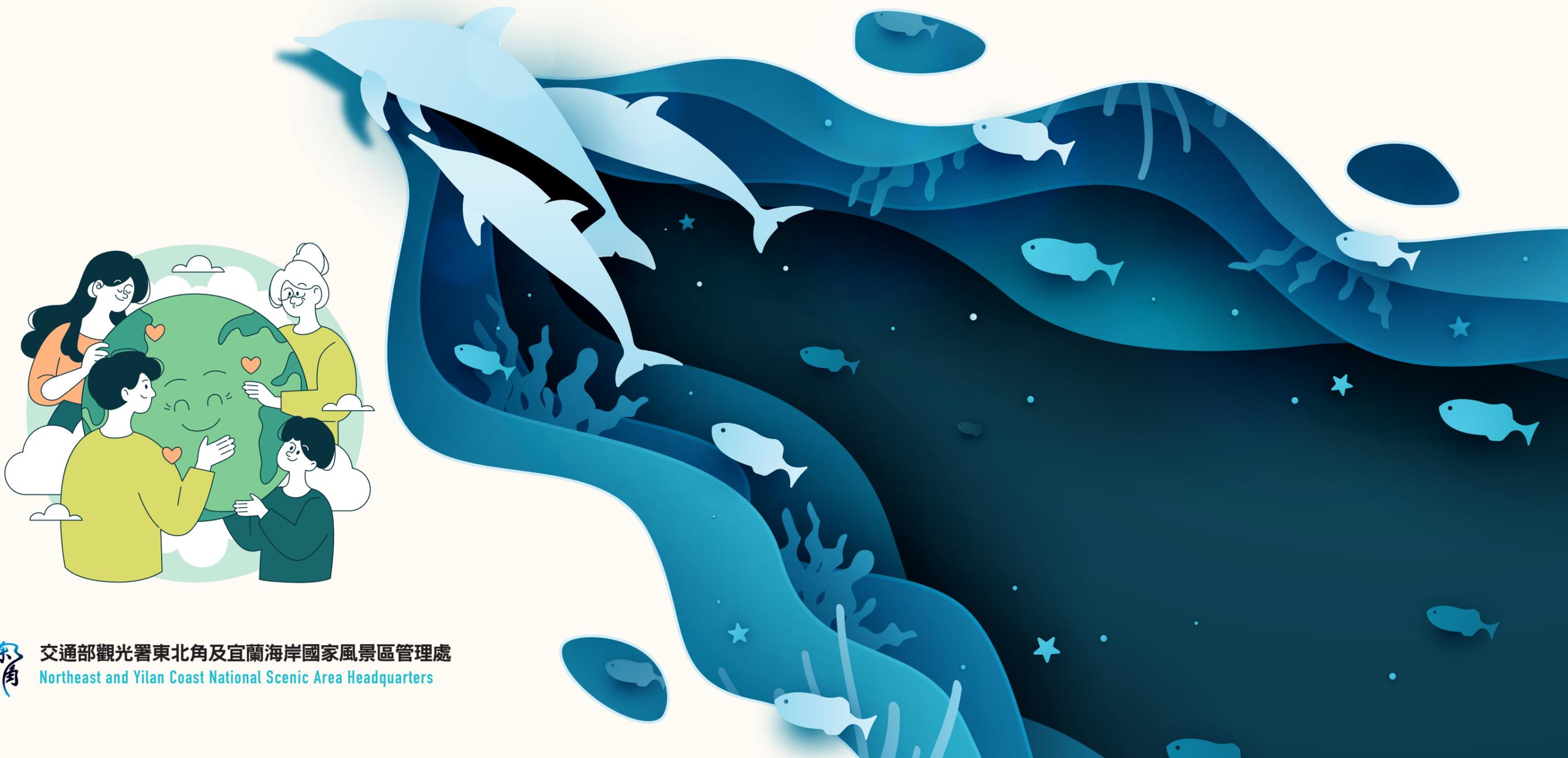
Note

1. The Green Destinations Award and Certification Program (ACP) evaluates destinations based on their level of compliance with the sustainable tourism criteria. After the audit, destinations are awarded Bronze at 60% compliance, Silver at 70%, Gold at 80%, and Platinum at 90%. Only destinations that reach 100% compliance with the sustainable tourism criteria can be Certified.
2. The Green Destinations Top 100 Stories Competition aims to encourage destinations to share their actions and achievements in sustainable practices. The competition is NOT a certification.



永續 政策與目標

Sustainability Policy and Goals



永續承諾

以減少對環境與社會之負面影響為前提，並以促進旅遊地經濟發展、尊重與維護在地文化為原則，透過完善的管理與監測機制，落實兼顧東北角海岸及宜蘭濱海地區景觀與生態資源保育之永續觀光經營，推動區域觀光事業之永續發展。

永續願景

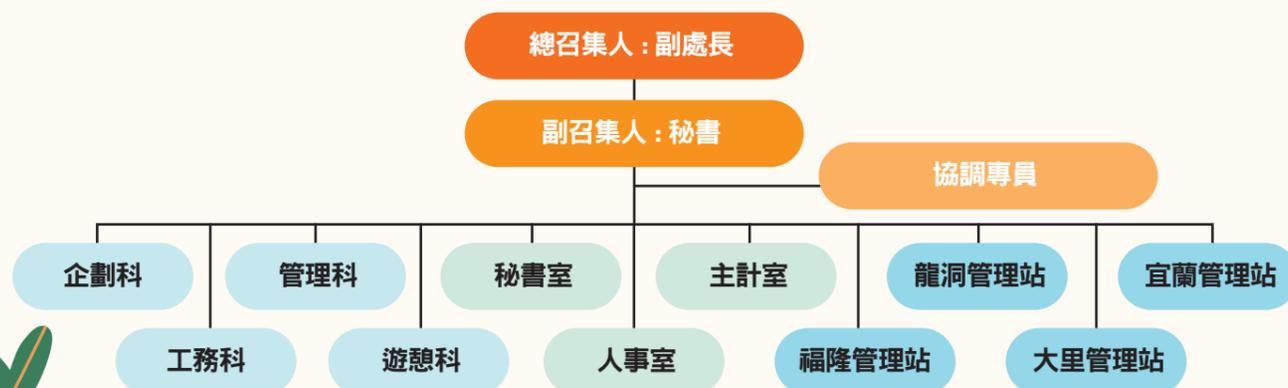
致力於保存自然與文化資源，同時培育體現永續理念的社區與企業。

- **創新永續管理**：激發管理處轄內觀光產業競爭力和發展永續性。
- **責任旅遊**：促進永續責任的優質觀光。
- **發展智慧觀光**：運用旅遊資訊智慧化服務強化管理處永續優質的旅遊目的地整體形象。
- **打造在地幸福產業**：培育鼓勵在地永續商業活動。



推動永續觀光——綠色小組架構

管理處依據永續發展政策成立「綠色小組」，負責永續事務的推動與執行。由副處長擔任總召集人，秘書為副召集人，並設置 1 名協調專員作為內部專責窗口。小組依任務編組，由 7 個科室（企劃科、工務科、管理科、遊憩科、秘書室、人事室、主計室）及 4 個管理站（福隆、龍洞、大里、宜蘭）的主管與各 1 名指派同仁共同組成，協力推動永續觀光業務。協調專員每年至少一次向管理處處長報告永續政策與活動的執行情形與成效，並提出改善建議與後續行動。



Sustainable Commitment

NEYC Headquarters aims to reduce environmental and social impacts while supporting local economies and respecting cultural heritage. Through effective management and monitoring mechanisms, it ensures the sustainable conservation of landscapes and ecosystems in the Northeast and Yilan coastal regions.

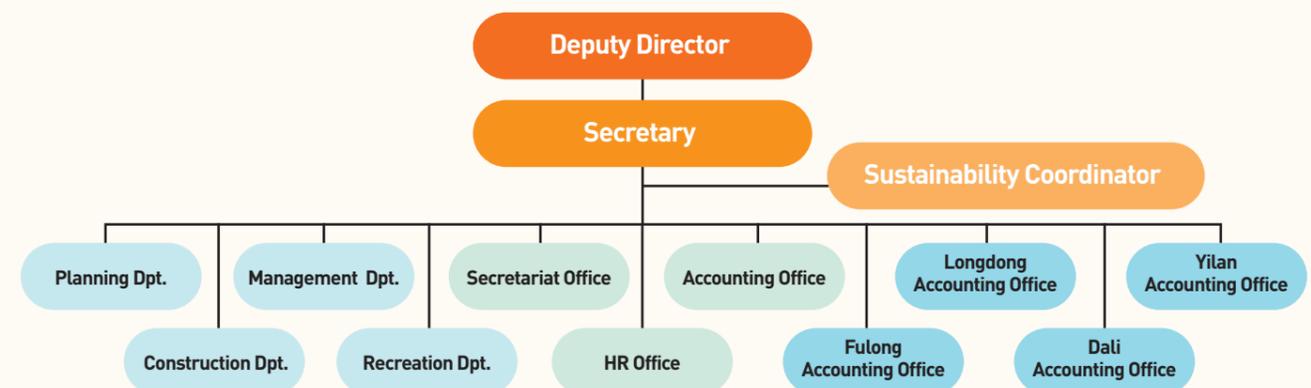
Sustainable Vision

NEYC aims to preserve natural and cultural resources, build a sustainable society and support sustainable industries in the scenic area under its jurisdiction.

- **Innovation and Sustainability.** To stimulate competitiveness and develop sustainability in NEYC.
- **Responsible tourism.** To promote the development of sustainable, responsible, and high-quality tourism.
- **Development of smart tourism.** To consolidate NEYC's image as a collection of sustainable, high-quality destinations.
- **Creation of Happy Local Industries.** To maximize the potential of NEYC for supporting and encouraging sustainable industries/business activities.

Green Team Structure for Sustainable Tourism

The Green Team was established by NEYC Headquarters under its sustainability policy to implement sustainability initiatives. The Deputy Director serves as Team Leader and the Secretary as Deputy Leader, with the Sustainability Coordinator acting as the internal liaison. The team is organized by function, with the chief and an assigned member from each of the seven divisions—Planning, Construction, Management, Recreation, Secretariat, Human Resources, and Accounting—and four management stations in Fulong, Longdong, Dali, and Yilan. Working together, they promote and carry out sustainable tourism initiatives. The Coordinator reports annually to the Director on progress and results and provides suggestions for improvement.



重點永續行動計畫



永續管理

- 管理處永續觀光推動小組成員（綠色小組）的永續管理培訓。
- 推動遊客、觀光業者與居民認識永續觀光的概念與東北角從事永續管理作為。
- 每年執行遊客永續議題問卷調查。
- 透過建立遊憩服務帶及旅遊資訊智慧化服務（如龜山島登島遊客量管制措施、停車場剩餘停車格即時資訊），管理遊客流量。
- 推動自行車低碳旅遊。
- 加入國際好旅行聯盟（Good Travel Alliance）創始成員，推動景點或步道的永續指標監控，如：文化資產「舊草嶺隧道」。

在地溝通與回饋

- 為確保工程推動順利並兼顧地方意見，東北角管理處於各年度執行工程案件前需主動與利益相關人或居民溝通說明。
- 推動委外營運據點優先聘僱在地員工。
- 鼓勵轄區內觀光業者深化永續行動與管理，接軌國際永續觀光。
- 鼓勵轄內綠色企業 * 參與永續進階管理培訓。
- 年度大型活動執行期間，進行居民滿意度調查。

歷史文化

- 活化轄區閒置空間與舊建物為觀光遊憩服務場域。
- 執行結合在地人文之遊程的永續性指標監控。

環境生態

- 逐年提升遊客運用低碳排交通方式進行旅遊活動的比例。
- 推動同仁公務車共乘以降低溫室氣體排放。
- 積極降低會議、訓練及活動辦理過程中，免洗餐具、包裝飲用水的使用。
- 優先採購節水、節電或節能產品與設備。
- 逐步採用綠能供應遊憩服務設施電力。
- 針對執行之新建工程辦理生態檢核作業。



綠色企業意指有效取得國家環境部綠色標章、國際二方稽核或三方稽核認證的永續相關標章之業者。



Key Sustainable Action



Sustainable Management

- Provide sustainability training to NEYC Green Team members.
- Raise awareness of sustainable tourism among visitors, operators, and residents and showcase NEYC's best practices.
- Conduct annual surveys on visitor perceptions of sustainability.
- Manage visitor flow at key attractions using smart IT systems, such as the Guishan Island capacity control and real-time parking information updates.
- Promote low-carbon cycling tourism.
- Join the Good Travel Alliance as a founding member and implement sustainability indicator monitoring for attractions and trails, such as the Old Caoling Tunnel cultural heritage site.

Community Engagement and Feedback

- Engage stakeholders and residents early in annual construction projects to ensure progress and reflect community input.
- Encourage contractors to hire local workers.
- Promote stronger sustainability practices among tourism businesses to meet international standards.
- Encourage awarded or certified green enterprises to join advanced sustainability training.
- Survey resident satisfaction during major annual events.

Note: "Green enterprises" refer to businesses certified with the Ministry of Environment's Green Mark or equivalent international second-party or third-party sustainability related certification.



Cultural Heritage & Local History

- Revitalize idle spaces and historic buildings within the jurisdiction for tourism and recreational use.
- Monitor sustainability indicators for tours featuring local culture and heritage.

Environmental Protection and Ecological Conservation

- Gradually increase the percentage of visitors using low-carbon transportation during tourism events and activities.
- Encourage NEYC staff members to carpool when using official vehicles to reduce greenhouse gas emissions.
- Minimize the use of disposable tableware and bottled water during meetings, training sessions, and events.
- Prioritize the purchase of water-saving, energy-efficient, and power-saving products and equipment.
- Gradually adopt green energy to supply electricity for recreational facilities.
- Conduct ecological assessments for new construction projects.

階段性永續目標與進度 (2023-2027)

永續面向	短期目標	達標年期	辦理狀態
永續管理	遊客對東北角管理處建置身心障礙、性別、高齡及多元性別服務設施的滿意度達 50%。	2024 年 12 月	已達成
	50% 以上的遊客、觀光業者與居民認識永續觀光的概念與東北角從事永續管理作為。	2024 年 12 月	已達成
在地溝通與回饋	針對年度大型活動執行居民滿意度調查，居民滿意度達 50%，並就相關回饋意見提出因應改善措施。	2026 年 12 月	持續執行
	委外經營據點平均聘雇員工總數達 30% 為在地居民。	2025 年 12 月	持續執行
歷史文化	針對 1 條結合在地人文之遊程進行永續性指標監控。	2026 年 12 月	持續執行
	50% 的會議、訓練及活動舉辦不使用免洗餐具及包裝飲用水。	2027 年 12 月	持續執行
	管理處辦公廳舍優先採購節水、節電或節能產品與設備，採購相關產品比例達 90%。	2024 年 12 月	已達成
環境生態	每萬人次遊客用水量較 2022 年減少 10%。	2027 年 12 月	持續執行
	每位遊客產生一般垃圾量低於 0.1 公斤。	2027 年 12 月	持續執行
	遊客搭乘台灣好行比例達 6%，遊客搭乘火車比例達 26%。	2027 年 12 月	持續執行

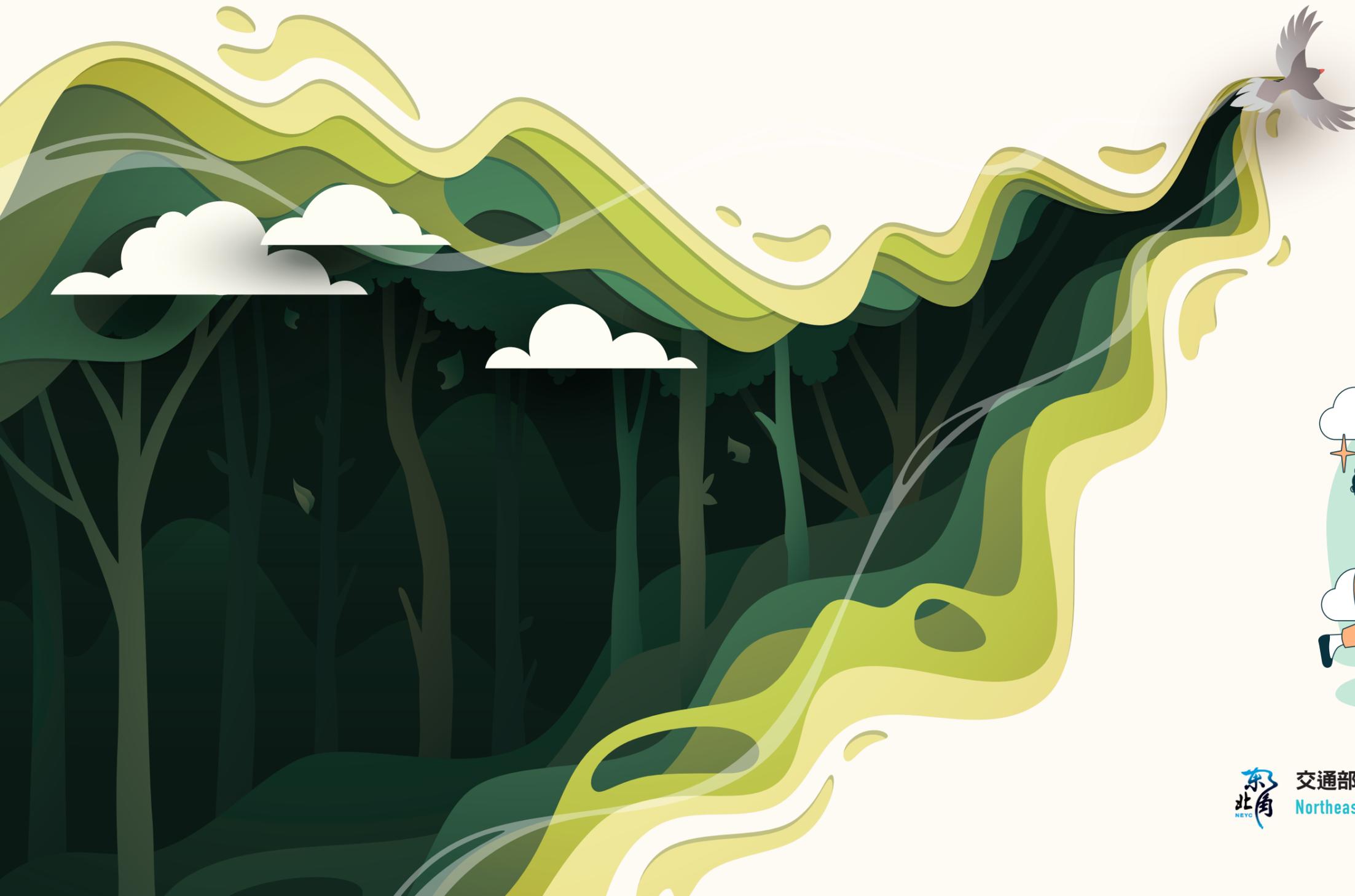


Time-Bound Sustainability Targets (2023-2027)

Sustainable Aspects	Target	Target year	Status
Sustainable Management	Achieve 50% visitor satisfaction with gender-diverse facilities, as well as facilities for persons with disabilities and seniors.	2024.12	Achieved
	Ensure over 50% of visitors, operators, and residents understand sustainable tourism concepts and NEYC's sustainability practices.	2024.12	Achieved
Community Engagement and Feedback	Conduct resident satisfaction surveys for major events, achieving at least 50% satisfaction and address feedback through corrective actions.	2026.12	On track
	Require outsourced sites to hire 30% local employees.	2025.12	On track
Cultural Heritage and Local History	Monitor sustainability indicators for at least one tour featuring local culture.	2026.12	On track
	Ensure that at least 50% of meetings, training sessions and events are held without using disposable tableware or bottled water.	2027.12	On track
Environmental Protection and Ecological Conservation	Prioritize the procurement of water-saving, energy-efficient, or power-saving products and equipment, to reach a 90% green procurement rate in NEYC offices.	2024.12	Achieved
	Reduce the amount of water consumption per 10,000 visitors by 10% compared with 2022.	2027.12	On track
	Reduce the amount of general waste generated per visitor to below 0.1 kilogram.	2027.12	On track
	Achieve 6% of visitors traveling by Taiwan Tourist Shuttle and 26% by train.	2027.12	On track

2024年 永續管理成果

Management Performance Achievements 2024



交通部觀光署東北角及宜蘭海岸國家風景區管理處
Northeast and Yilan Coast National Scenic Area Headquarters

東北角及宜蘭海岸國家風景區

遊客遊憩形態 (1)

2022-2024 年執行「東北角及宜蘭海岸國家風景區遊客滿意度調查報告」，於東北角 5 個景點（鼻頭角步道、福隆遊客服務中心、大里遊客中心、壯圍沙丘旅遊服務園區、南方澳遊客中心），向 12 歲以上遊客訪問調查，2022 至 2024 年分別計 400 份有效問卷。

旅遊天數與過夜遊客數

2022 至 2024 年，遊客平均旅遊天數分別為 1.2 天、1.3 天及 1.3 天；過夜遊客比例則分別為 24.2%、22.9% 與 30.7%。整體而言，2023 年及 2024 年的遊客平均旅遊天數均維持在 1.3 天，高於 2022 年的 1.2 天；而 2024 年的過夜遊客比例為 30.7%，亦高於 2022 年的 24.2%。

過夜住宿類型

2023 年以民宿為主（44.8%），2024 年則以旅館為主（63%）。

遊客預計消費支出

2023 年為平均每人 1,933 元，2024 年為平均每人 2,621 元，皆高於 2022 年調查結果（平均每人 1,555 元）。

友善與無障礙設施滿意度

遊客對東北角管理處設置之身心障礙、性別、高齡及多元性別友善服務設施的滿意度：2023 年與 2024 年分別有 50.6% 與 50.4% 的受訪遊客表示滿意，均高於 2022 年調查結果的 32.2%。

遊客參與永續觀光之意願

2023 年及 2024 年分別有 62.2% 及 83.3% 的受訪遊客感受到本處致力於永續管理，另分別有 82.1% 及 79.1% 的受訪遊客願意支持實踐綠色行動的業者或綠色產品。

1.3 天

遊客平均旅行天數

30.7%

過夜遊客比例

2,621 元

2024 預計平均消費支出，且逐年攀升中

50.4%

友善與無障礙設施滿意度

83.3%

遊客感受到東北角管理處致力於永續管理

79.1%

遊客願意支持實踐綠色行動的業者或綠色產品

Visitor Characteristics and Behavior

in the NEYC (1)

From 2022 to 2024, the Visitor Satisfaction Survey of NEYC was conducted at five key sites—Bitoujiao Trail, Fulong Visitor Center, Dali Visitor Center, Zhuangwei Dune Visitor Center, and Nanfang' ao Visitor Center. The survey targeted visitors aged 12 and above. A total of 400 valid questionnaires were collected each year during the period 2022–2024.

Length of Stay and Overnight Tourists

From 2022 to 2024, the average stays in the NEYC area were 1.2, 1.3, and 1.3 days, and the percentages of overnight tourists were 24.2%, 22.9%, and 30.7%.

The average stay in 2023–2024 remained 1.3 days, higher than 1.2 days in 2022, while the share of overnight tourists in 2024 (30.7%) also exceeded that in 2022 (24.2%).

Overnight accommodation

In 2023, homestays were the main choice (44.8%), while in 2024 hotels became the primary option (63%).

Estimated Visitor Expenditure

The average planned spending per visitor was NT\$1,933 in 2023 and NT\$2,621 in 2024, both higher than the NT\$1,555 recorded in the 2022 survey.

Satisfaction with Friendly and Accessible Facilities

In 2023 and 2024, 50.6% and 50.4% of visitors were satisfied with NEYC's accessible and inclusive facilities, both higher than 32.2% reported in 2022.

Visitor Commitment and Sustainable Tourism Actions

In 2023 and 2024, 62.2% and 83.3% of surveyed visitors perceived the NEYC's commitment to sustainable management, while 82.1% and 79.1% expressed willingness to support businesses or products that implement green actions.

1.3 days

The average stays in the NEYC area

30.7%

Overnight tourists

2,621 NT\$

Estimated visitor expenditure in 2024, increasing year by year

50.4%

Satisfied with NEYC's accessible & inclusive facilities

83.3%

Visitors perceived NEYC's commitment to sustainable management

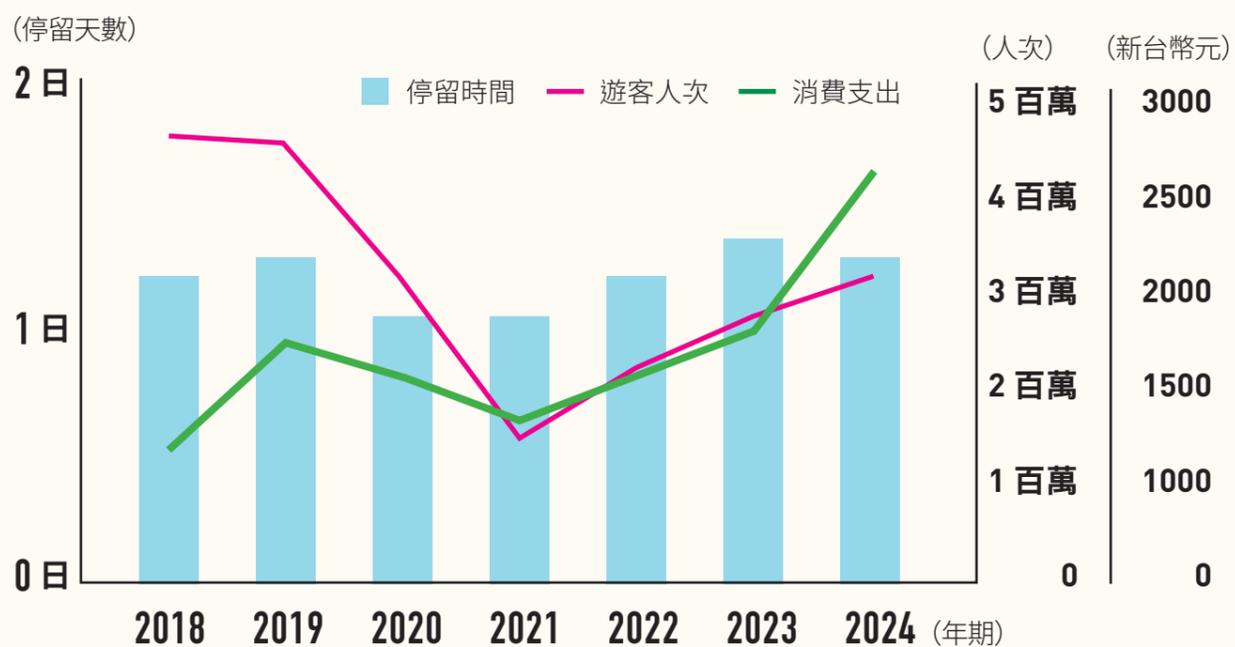
79.1%

Willing to support businesses or products with green actions

東北角及宜蘭海岸國家風景區

遊客遊憩形態 (2)

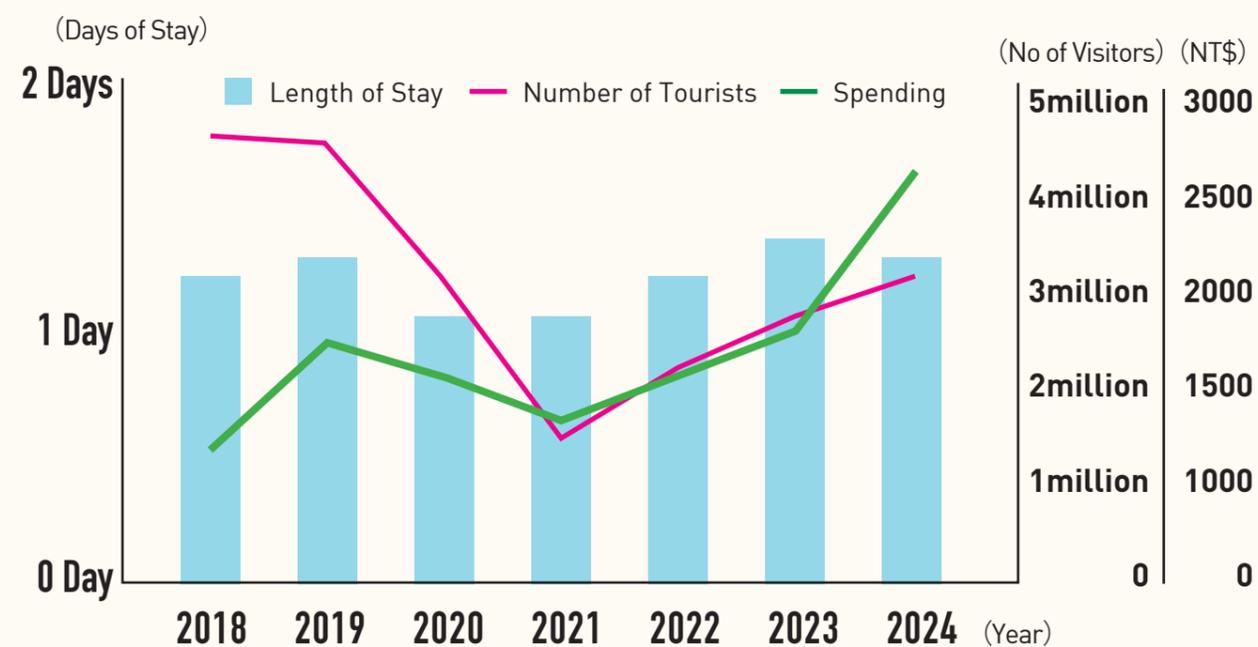
年份 (年)	遊客人次 (人次)	停留時間 (日)	平均每人次遊客每日平均消費支出 (元)
2018	4,630,155	1.21	1497
2019	4,564,202	1.3	1841
2020	3,329,824	1	1602
2021	1,662,447	1	1314
2022	2,184,349	1.2	1555
2023	2,829,894	1.4	1933
2024	3,115,741	1.3	2621



Visitor Characteristics and Behavior

in the NEYC (2)

Year	Number of Tourists (persons)	Length of Stay (days)	Average Daily Spending per Tourist (NTD)
2018	4,630,155	1.21	1497
2019	4,564,202	1.3	1841
2020	3,329,824	1	1602
2021	1,662,447	1	1314
2022	2,184,349	1.2	1555
2023	2,829,894	1.4	1933
2024	3,115,741	1.3	2621



在地就業

東北角管理處辦理促參案件「民間機構參與福隆濱海旅館區興建暨營運案」之契約規範，以及「新北市貢寮區龍洞南口海洋公園及遊艇港營運移轉案」之民間機構營運承諾，皆規定應提供該專案 30% 以上之工作機會予設籍新北市貢寮區之當地居民。

前案執行成果顯示，2022 年、2023 年及 2024 年（1 至 6 月）平均每月雇用貢寮地區居民比例分別為 25.42%、30.17% 及 29.87%。

截至 2024 年 12 月，各委外促參及出租據點共計 33 處，聘僱員工在地居民比例達 57.9%。

永續知識與管理培力

人員永續管理結訓證明

截至 2024 年 12 月，管理處內部取得永續相關訓練結訓證明人員共 5 名，包含 4 名取得 GSTC 永續旅遊標準培訓課程證書，以及 1 名取得文化大學推廣部與台灣永續旅行協會合辦 14 小時培訓課程「國際永續旅遊標準及管理人才培訓工作坊」完訓證書。

永續基礎培訓與共識營

統計 2024 年永續基礎培訓活動，東北角管理處共舉辦 5 場永續相關培力工作坊與共識營，累計 42 小時、185 人次參與（含管理處人員、觀光業者與在地居民）。

培訓主題	時數 (小時)	管理處 (人次)	大東北角觀光業者 及在地人士 (人次 / 單位業者數)	總計 (名)
2024 年 1 月 26 日 東北角永續共識營	7	16	22/13	38
2024 年 3 月 19 日 福隆周邊服務設計工作坊	7	14	10/7	24
2024 年 4 月 15 至 16 日 綠色小組集集認證業者現地參訪與永續實踐課程	12	11	7/4	18
2024 年 6 月 18、19、25、26 及 28 日『澳底-福隆』 閱讀微地景生態旅遊培訓課程	10	6	54/15	61
2024 年 8 月 5 日、7 日 鼻頭龍洞地質公園共識工作坊	6	6	54/15	61
總計 (人時)	42	53	133	185

Local Employment

NEYC Headquarters directly manages two commercial sites that are Public-Private Partnership (PPP) projects and oversees 33 outsourced and leased operation sites managed by private operators.

Both the Fulong Coastal Resort Public-Private Partnership (PPP) Project and the Longdong South Entrance Ocean Park and Marina Operation Transfer Project require that at least 30% of job opportunities be offered to local residents of Gongliao District, New Taipei City.

For the Fulong project, the average proportions of local employees were 25.42% in 2022, 30.17% in 2023, and 29.87% for January–June 2024.

By December 2024, 33 outsourced and leased sites managed by NEYC employed 57.9% local residents.



Sustainability Capacity Building

Staff Sustainability Training Certificates

By December 2024, 5 NEYC staff members had obtained sustainability-related certificates, including 4 from the GSTC Sustainable Tourism Training Program (STTP) and one from a 14-hour workshop jointly organized by Chinese Culture University Extension Division and Sustainable Travel Taiwan (STT).

Sustainability Consensus Training and Workshops

In 2024, NEYC conducted 5 sustainability-related training programs and workshops, totaling 42 hours and 185 participants, including NEYC staff, tourism operators, and local residents.

Training	Hours	DMO (persons)	Local business/ NGO (persons)	Total (persons)
2024.1.26 NEYC Sustainable Development Consensus Workshop	7	16	22/13	38
2024.3.19 Fulong Area Service Design Workshop	7	14	10/7	24
2024.4.15-16 Green Team On-site Visit and workshop in Jiji	12	11	7/4	18
2024.6.18,19,25,26,28 “Aodi-Fulong” Micro-Landscape Ecotourism Training Program	10	6	54/15	61
2024.8.5,7 Bitou-Longdong Geopark Consensus Workshop	6	6	54/15	61
Total (persons)	42	53	133	185

垃圾監測與減量

東北角管理處轄區分為北區（位於新北市之廳舍據點）及南區（位於宜蘭縣之廳舍據點）進行監控，根據統計（見下表），北區每位遊客產生的不可回收垃圾量由 2022 年每人 0.236 公斤降至 2023 年的 0.127 公斤，2024 年上升至 0.339 公斤；南區則由 2022 年的每人 0.080 公斤降至 2023 年的 0.062 公斤，2024 年上升至 0.134 公斤。**整體而言，2023 年北區與南區的垃圾量均低於 2022 年，北區減少 46%、南區減少 23%。**

為落實廢棄物減量政策，東北角管理處自 2023 年起推動階段性減廢目標，開始實施會議、訓練及活動期間減少使用免洗餐具與包裝飲用水，並自 2024 年起全面停購會議用瓶裝水。

至 2027 年底，設定兩項具體目標：

1. 達成 50% 的會議、訓練及活動不使用免洗餐具及包裝飲用水。
2. 每位遊客產生的一般垃圾量降至 0.1 公斤以下。



年份	北區			南區		
	據點不可回收垃圾總量 (公斤)	遊客數 (人次)	單位遊客不可回收垃圾量 (公斤/人次)	據點不可回收垃圾總量 (公斤)	遊客數 (人次)	單位遊客不可回收垃圾量 (公斤/人次)
2022 (111 年)	149,297	633,571	0.236	124,402	1,550,778	0.080
2023 (112 年)	107,600	847,058	0.127	122,734	1,982,836	0.062
2024 (113 年)	424,984	1,254,161	0.339	250,030	1,861,580	0.134

統計 2023-2024 年管理處共有 58 場會議、活動或室培訓課程，執行廢棄物減量的行動，計推動 2,327 個循環容器餐具使用 2,701 個外帶餐盒不使用塑膠包裝，以及 695 個次可再利用杯子的使用。

年份	減量之活動、訓練與會議場次數	使用循環容器餐具 (個數)	提供非塑膠包裝之外帶餐盒 (個數)	不使用包裝水與紙杯 (個數)
2023	40	1,677	1,864	548
2024	18	650	837	147
總計	58	2,327	2,701	695

補充說明：1. 東北角管理處監控系統分為北區與南區，東北角管理處直接管轄的據點為其監控範圍。北區監控點為新北市行政範圍內的處本部、福隆管理站、龍洞管理站管區；南區監控點為宜蘭縣行政範圍的大里站及宜蘭站管區。2. 依據環境部環境管理署及新北市政府與宜蘭縣民政局統計數據計算，2022 年至 2024 年新北市平均每位民眾每年產生 187.8 公斤之一般垃圾，宜蘭縣平均每位民眾每年產生 249.108 公斤之一般垃圾。新北市政府及宜蘭縣政府長期推動資源回收及垃圾減量措施，而新北市政府預計透過各項源頭管理措施每年減量一次用產品達 2,600 公噸及每年減少 200 公噸廢棄物產生。

Solid Waste Monitoring and Reduction

NEYC Headquarters' jurisdiction is divided into two areas—the Northern Zone in New Taipei City and the Southern Zone in Yilan County. NEYC continuously monitors non-recyclable waste generated per visitor.

Northern Zone: The average amount of waste per visitor decreased from 0.236 kg in 2022 to 0.127 kg in 2023, then rose to 0.339 kg in 2024.

Southern Zone: The average amount of waste per visitor dropped from 0.080 kg in 2022 to 0.062 kg in 2023 and increased to 0.134 kg in 2024. Overall, both areas saw reductions in 2023 compared with 2022 (-46% in the north, -23% in the south).

To reduce waste, NEYC launched phased targets in 2023, limiting disposable tableware and bottled water use during meetings, training sessions, and events. Since 2024, bottled water purchases for meetings have been fully discontinued.

By the end of 2027, NEYC aims to:

1. Ensure 50% of meetings, training sessions, and events are held without disposable tableware or packaged drinking water.
2. Reduce average waste generation to below 0.1 kg per visitor.

Year	Northern Zone			Southern Zone		
	Total Non-Recyclable Waste (kg)	Visitors (persons)	Waste per Visitor (kg/person)	Total Non-Recyclable Waste (kg)	Visitors (persons)	Waste per Visitor (kg/person)
2022	149,297	633,571	0.236	124,402	1,550,778	0.080
2023	107,600	847,058	0.127	122,734	1,982,836	0.062
2024	424,984	1,254,161	0.339	250,030	1,861,580	0.134

Between 2023 and 2024, NEYC Headquarters held 58 meetings and events for which waste reduction measures were in place, using 2,327 reusable containers and 2,701 plastic-free takeaway boxes. In addition, reusable cups were used 695 times.

Year	Number of Waste Reduction Activities	Use of Reusable Food Containers (items)	Plastic-Free Takeaway Meals (items)	Times Reusable Cups Were Used (items)
2023	40	1,677	1,864	548
2024	18	650	837	147
Total	58	2,327	2,701	695

Note: 1. NEYC Headquarters monitoring system is divided into two zones: the Northern Zone (Headquarters Office, Fulong Station, and Longdong Station in New Taipei City) and the Southern Zone (Dali and Yilan Stations in Yilan County). 2. According to the Ministry of Environment, New Taipei City Government, and Yilan County Government, from 2022 to 2024 the average annual general waste generated per person was 187.8 kg in New Taipei City and 249.1 kg in Yilan County. Both governments have long promoted recycling and waste reduction, with New Taipei City targeting an annual reduction of 2,600 tons of single-use products and 200 tons of total waste through source management.

水資源監測與減量

東北角管理處轄區北區及南區，2022-2024 平均每萬人次遊客的用水量變化監控如下：

北區 2023 年用水量每萬人次 124.08 度較 2022 年用水量 243.39 度減少 84%，2024 年每萬人次 73.16 度較 2023 年減少 41%，2022 至 2024 年北區總用水量及單位遊客用水量呈現逐年減少趨勢，顯示東北角管理處針對北區服務設施，進行節水行動計劃之成效。

南區 2023 年用水量每萬人次 48.16 度較 2022 年 30.27 度用水量增加 59%，而 2024 年用水量每萬人次 42.33 度較 2023 年減少 12%。南區總用水量變化趨勢與單位遊客用水量變化趨勢相同，2023 年、2024 年用水量較 2022 年增加，南區用水量增加之現象。南區宜蘭站內空間委外部分增加，用水量增加。大里站增設駐衛警集中辦公室，用水量增加。

年份	北區			南區		
	據點用水量 (度)	遊客數 (萬人次)	單位遊客用水量 (度 / 萬人次)	據點用水量 (度)	遊客 (萬人次)	單位遊客用水量 (度 / 萬人次)
2022 (111 年)	15,421	63.36	243.39	4,695	155.08	30.27
2023 (112 年)	10,511	84.71	124.08	9,550	198.28	48.16
2024 (113 年)	9,176	125.42	73.16	7,880	186.16	42.33

公廁節水行動策略

1. 北區

- **雨水回收再利用**：於鼻頭步道公廁及龍洞灣岬公廁設置雨水回收與儲水設備，作為衛生用水來源，降低自來水使用量。
- **供水系統改善**：進行舊草嶺隧道北口公廁供水系統改善，提升用水效率與穩定性。

2. 南區

- **雙水源供應模式**：大里遊客中心附屬公廁採用山泉水與自來水雙模式供水，減少公共設施對自來水的依賴。
- **節水設備汰換**：2023 年至 2024 年間，於宜蘭縣轄內據點公廁共汰換 14 組感應式水龍頭，取代傳統螺旋閥式設計，估計每年可節水約 0.2 萬公升。

友善採購 - 省水產品

依據政府採購法第 96 條規定，優先採購取得政府認可之環境保護標章使用許可，而其效能相同或相似之產品。2022 至 2023 年包含資訊產品、家電產品、省水產品、省電產品及其他品項，皆達 100% 之友善採購。

補充說明：依據經濟部水利署統計數據，2022 年至 2024 年新北市平均每年每人每日生活用水量 308 公升，宜蘭縣平均每年每人每日生活用水量 300 公升。新北市政府及宜蘭縣政府皆持續推動節約用水措施。

Water Consumption Monitoring and Reduction

NEYC Headquarters' jurisdiction is divided into two areas—the Northern Zone in New Taipei City and the Southern Zone in Yilan County.

Northern Zone: In 2023, water use (124.08 m³ per 10,000 visitors) was 84% lower than in 2022 (243.39 m³), and in 2024 dropped a further 41% to 73.16 m³. From 2022–2024, total and per 10000-visitor water use steadily declined, showing the effectiveness of NEYC Headquarters' water-saving actions in the northern zone.

Southern Zone: In 2023, water use (48.16 m³ per 10,000 visitors) was 59% higher than in 2022 (30.27 m³) but 12% lower in 2024 (42.33 m³) than in 2023. Both total and per 10000-visitor water uses were higher than in 2022.

The increase was mainly due to expanded outsourced operations at Yilan Station and the new centralized security office at Dali Station, which raised overall water demand in the southern zone.

Year	Northern Zone			Southern Zone		
	Water Consumption (m ³)	Visitor Arrivals (10,000 persons)	Visitors Water Use (m ³ /10,000 persons)	Water Consumption (m ³)	Visitor Arrivals (10,000 persons)	Visitors Water Use (m ³ /10,000 persons)
2022	15,421	63.36	243.39	4,695	155.08	30.27
2023	10,511	84.71	124.08	9,550	198.28	48.16
2024	9,176	125.42	73.16	7,880	186.16	42.33

Water-Saving Strategies for Public Restrooms

1. Northern Zone:

- Rainwater reuse at Bitou Trail and Longdongwan Cape restrooms to reduce tap water use.
- Upgraded water system at Old Caoling Tunnel (North Entrance) to improve efficiency.

2. Southern Zone:

- Dual water sources (spring and tap water) adopted at Dali Visitor Center restrooms.
- Installed 14 sensor faucets in Yilan sites (2023–2024), saving about 2,000 L/year.

Eco-friendly Procurement - Water Saving Products

According to Article 96 of the Government Procurement Act, priority shall be given to products that have obtained officially approved environmental protection labels or have equivalent environmental performance.

From 2022 to 2023, for all categories — including information equipment, household appliances, water-saving products, energy-efficient products, and other items — 100% green procurement compliance was achieved.

Note: According to data from the Water Resources Agency, Ministry of Economic Affairs, from 2022 to 2024, the average daily domestic water use per person was 308 liters in New Taipei City and 300 liters in Yilan County. Both the New Taipei City Government and the Yilan County Government have continued to promote water-saving measures.

能源監測與減量

東北角管理處轄區北區及南區，2022-2024 平均每萬人次遊客的電量變化監控如下：

北區 2023 年每人次遊客用電量較 2022 年每人次遊客用電量減少 15%，2024 年較 2023 年減少 30%，2022 至 2024 年平均每人次遊客的用水量呈現逐年減少趨勢。南區 2023 年每人次遊客用電量較 2022 年每萬人次遊客用電量減少 10%，但 2024 年較 2023 年增加 18%。

綜合檢視整體用電量增加情形，推測主要原因包括：北區處本部員工人數成長及備勤室增設住宿功能，致冷氣等設備用電隨之提高；南區宜蘭站委外營運之室內空間增加，委外廠商為提供遊客服務而隨之增加用電量；大里站新增駐衛警集中辦公室，推估亦帶動用電量成長。依據中央氣象署發布「113 年氣候年報」，2024 年台灣年均溫為 24.6 度，其中台北站累積高溫日數達 63 日為全台最多。氣候暖化為能源使用量增加來源之一。

年份	北區			南區		
	服務據點用電量 (度)	遊客數 (萬人次)	單位遊客用電量 (度 / 人次)	服務據點用電量 (度)	遊客數 (萬人次)	單位遊客用電量 (度 / 人次)
2022 (111 年)	620,927	633,571	0.98	413,223	1,550,778	0.27
2023 (112 年)	702,064	847,058	0.83	473,036	1,982,836	0.24
2024 (113 年)	732,769	1,254,161	0.58	524,118	1,861,580	0.28

節能設備採購

2022 年度至 2024 年度管理處，辦公場域的綠色採購比例達 100%，其中電器類設備的採購 2023 年與 2024 年分別佔該年綠色採購總額之 7% 及 3%。管理處所有的電器類設備採購 100% 必須購買節能標章。

綠能設施推動

東北角管理處於 2021 年評估轄區服務據點建築物屋頂設置太陽能板之可行性，評估結果因全年日照率低，投資效益低。且位於臨海相關路線設備易受鹽害，維修成本高。故尚無訂定設置相關設備計畫。配合推動再生能源政策，目前仍逐步導入設備的再生能源應用，管理處於 2024 年完成多項綠能設施建置：

1. 草嶺古道野餐區公廁太陽能照明系統：因該地位處偏遠山區、電力無法供達，管理處於 2024 年 7 月 15 日完成太陽能設備設置（設置總太陽能板面積 3.4 平方公尺、容量 0.680 瓩），並配置備用電池蓄電系統，確保天候不佳時仍能穩定供電及維持照明品質。
2. 外澳海堤太陽能照明：為提升夜間照明與遊憩安全，2024 年於外澳海堤自行車道欄杆扶手下方安裝太陽能 LED 條燈 15 條（共 375 公尺）。
3. 大里遊客中心觀景平台照明：於 2024 年完成於觀景平台欄杆扶手下方設置太陽能 LED 條燈 1 條（25 公尺）。

補充說明：依據台灣電力公司縣市用電資訊及新北市政府與宜蘭縣民政局統計數據計算，2022 年至 2024 年新北市平均每位民眾每年住宅用電 2,223 度，宜蘭縣平均每位民眾每年住宅用電 2,282 度。新北市政府及宜蘭縣政府持續推動節約用電計畫。

Energy Consumption Monitoring and Reduction

The NEYC Headquarters monitors electricity use in its Northern and Southern Areas. The changes in average electricity consumption per 10,000 visitors from 2022 to 2024 are as follows:

Northern Area: Electricity use per visitor in 2023 decreased by 15% compared with 2022, and in 2024 decreased by an additional 30% compared with 2023. From 2022 to 2024, per-visitor electricity consumption in the Northern Area showed a steady downward trend.

Southern Area: Electricity use per visitor in 2023 was 10% lower than in 2022, but 18% higher in 2024 than in 2023.

The overall increase in electricity use can be attributed to several factors. In the Northern Zone, where the Headquarters is located, the rise in staff numbers and the expanded use of the duty-room dormitory resulted in higher electricity consumption. In the Southern Zone, the expansion of outsourced indoor service areas at Yilan Station led to increased electricity use by contractors to support visitor services. Additionally, the establishment of a centralized office for security personnel at Dali Station is estimated to have further contributed to the rise in electricity usage. According to the **2024 Climate Annual Report** by the Central Weather Administration, Taiwan's average temperature reached 24.6 °C, with Taipei recording 63 hot days, making climate change another factor for higher energy consumption.

Electricity Use per Visitor (kWh)	Northern Zone			Southern Zone		
	Total Electricity Use (kWh)	Visitors (persons)	Electricity Use per Visitor (kw/persons)	Total Electricity Use (kWh)	Visitors (persons)	Electricity Use per Visitor (kw/persons)
2022	620,927	633,571	0.98	413,223	1,550,778	0.27
2023	702,064	847,058	0.83	473,036	1,982,836	0.24
2024	732,769	1,254,161	0.58	524,118	1,861,580	0.28

Energy-Saving Equipment Procurement

From 2022 to 2024, NEYC Headquarters achieved 100% green procurement for its office facilities. Among total green purchases, electrical equipment accounted for 7% in 2023 and 3% in 2024. All electrical equipment procured by NEYC is required to carry energy-saving certification labels.

Green Energy Development

In 2021, NEYC Headquarters assessed the feasibility of installing rooftop solar panels at its service sites. Due to limited annual sunlight and high maintenance costs from salt exposure in coastal areas, large-scale installation was not pursued. In compliance with renewable energy policies, renewable energy is being introduced gradually.

By 2024, NEYC gradually introduced renewable energy applications and completed several projects, including:

1. Solar lighting at Caoling Historic Trail Picnic Area Restroom – Installed with backup batteries to ensure stable power supply. The system includes a total solar panel area of 3.4 m² with a capacity of 0.680 kW.
2. Solar LED strips along Wai'ao Seawall Bikeway – 15 sets (375 m) installed to improve nighttime safety.
3. Solar LED lighting at Dali Visitor Center Platform – 25 m installed to enhance visibility at night.

Note: According to Taiwan Power Company and local government data (2022–2024), average annual residential electricity use per person was 2,223 kWh in New Taipei City and 2,282 kWh in Yilan County. Both governments continue to promote energy-saving programs.

降低碳排放—大眾交通運輸 (1)

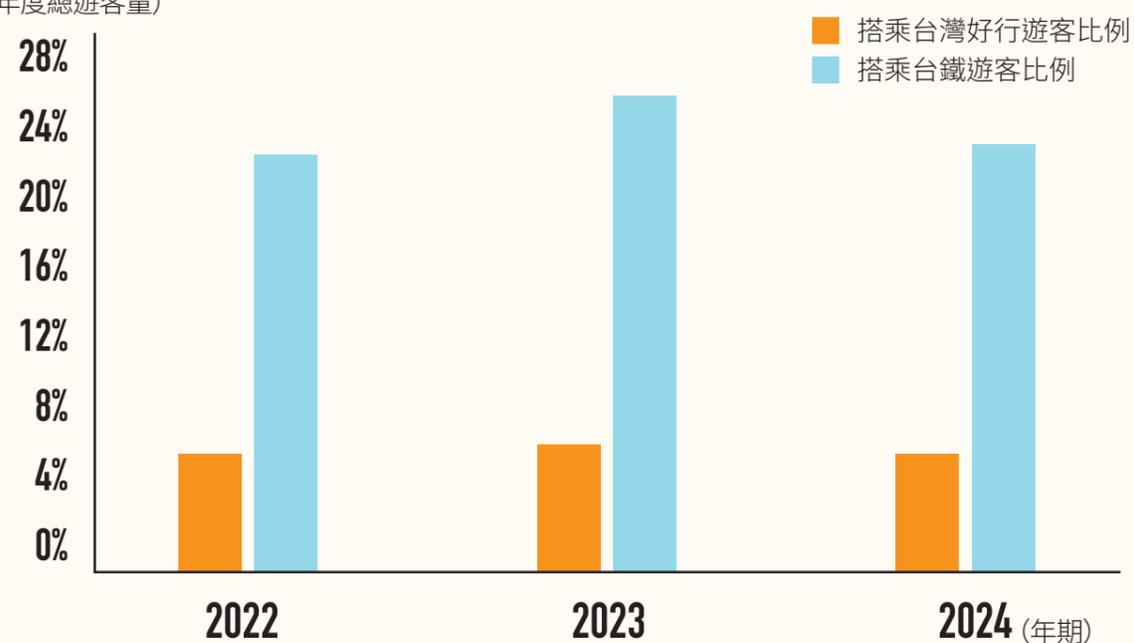
東北角管理處於 2024 年永續行動計畫中，針對交通工具碳排放的重點措施包括：推動自行車低碳旅遊、逐年提升遊客採用低碳交通方式進行旅遊活動的比例，以及推動同仁公務車共乘以降低溫室氣體排放。同時，年度大型活動將結合古道健行、自行車騎乘及大眾運輸工具，鼓勵遊客採用低碳交通方式前往活動地點。

為監測遊客搭乘大眾運輸工具的比例，管理處將以行經東北角及宜蘭海岸國家風景區範圍內三條台灣好行路線的年乘客量，佔全區年遊客人次的比例，以及主要火車站（福隆、大里及蘇澳新站）出站人數佔年遊客人次的比例，作為評估推動成效的依據。

年份	遊客 (萬人次)	搭乘台灣好行遊客 (萬人次)	比例 (%)	搭乘台鐵遊客 (萬人次)	比例 (%)	結合套票活動帶動遊客搭乘效益補充說明
2022	218.4	10.6	4.86	49.7	22.76	-
2023	282.9	15.9	5.63	72.9	25.77	草嶺古道芒花季遊客計 10 萬人次，賣出 1197 份套票。(1.197%)
2024	311.6	13.4	4.31	73.6	23.62	草嶺古道芒花季遊客計 10 萬人，賣出 1,558 份套票。(1.558%)

遊客百分比 (年度搭乘大眾交通工具遊客量 / 年度總遊客量)

東北角區域大眾交通工具年使用量示意圖



Low-Carbon Mobility Through Public Transport (1)

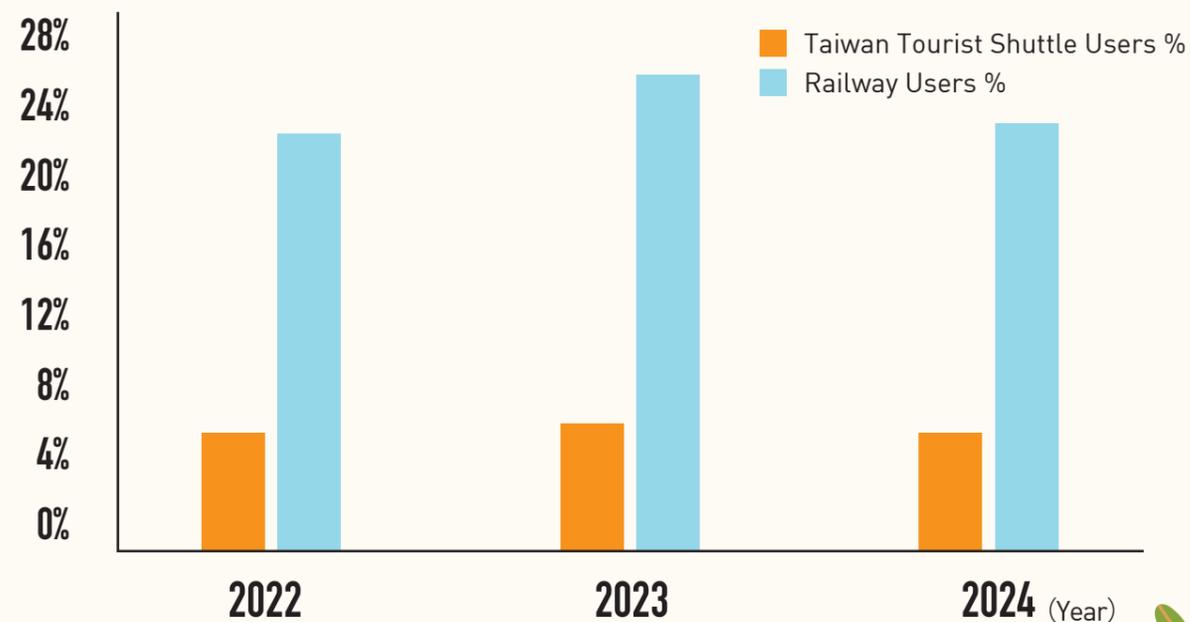
In its 2024 sustainability plan, NEYC Headquarters focused on cutting transport-related carbon emissions by promoting cycling tourism, increasing the use of low-carbon transport, and encouraging staff carpooling to reduce greenhouse gases. Major events combine trail hiking, cycling, and public transport to inspire visitors to travel in low-carbon ways.

To measure progress, NEYC monitors the share of visitors using public transport based on passenger data from three Taiwan Tourist Shuttle routes and major train stations—Fulong, Dali, and Su' ao New Station—within the scenic area. These serve as indicators for evaluating the results of its sustainable transport efforts.

Year	Total Visitors (10K)	Taiwan Tourist Shuttle persons (10K)	Percentage (%)	Railway persons (10K)	Percentage (%)	Caoling Historic Trail Silver Grass Festival Supplementary Notes on Ticket Package Sales
2022	218.4	10.6	4.86	49.7	22.76	-
2023	282.9	15.9	5.63	72.9	25.77	There were 100,000 visitors, and 1,197 combo tickets were sold (1.197% of total visitors).
2024	311.6	13.4	4.31	73.6	23.62	There were 100,000 visitors, and 1,558 combo tickets were sold (1.558% of total visitors).

Percentage of Visitors (Annual No. of visitors using public transportation / Total annual No. of visitors)

Annual Public Transportation Usage in the NEYC Area



降低碳排放—大眾交通運輸 (2)

從監測數據可見，台鐵搭乘人次自 2022 年的 49.7 萬人次增加至 2024 年的 73.6 萬人次，佔比維持在約 23% 至 26% 之間；而台灣好行於 2022 至 2024 年間平均佔總遊客數約 4% 至 5%，2023 年達到高峰（15.9 萬人次），顯示遊客對搭乘台灣好行遊東北角具有一定認同度。2024 年雖遊客總人次上升，但台灣好行搭乘人次略有下降，不過若觀察 2023 與 2024 年草嶺古道芒花季活動期間販售台灣好行套票的佔比，分別為 1.197% 與 1.558%，呈現 0.36% 的微幅成長。管理處預計於 2027 年 12 月前，將遊客搭乘台灣好行的比例提升至年度總遊客數的 6%，火車搭乘比例提升至 26%，並將持續制定及推動鼓勵遊客使用大眾運輸的行動計畫，以進一步提升使用率。

推動公務車共乘

自 2020 年起，管理處推動公務車共乘計畫，以減少駕駛自用燃油小汽車之次數，評估執行成效。2022 年派車次數 443 次，承載人數 2,658 人次；2023 年派車次數 452 次，承載人數 1,737 人次；2024 年派車次數 359 次，承載人數 1,486 人次。平均每趟次派車共乘人數 4 人。

年份	派車次數 (人次)	承載人次 (人次)	平均每次派車共乘人次
2022	443	2,658	6
2023	452	1,737	4
2024	359	1,486	4



Low-Carbon Mobility Through Public Transport (2)

According to monitoring data, railway passengers increased from 497,000 in 2022 to 736,000 in 2024, maintaining a steady share of 23–26%. The Taiwan Tourist Shuttle accounted for about 4–5% of total visitors, peaking in 2023 (159,000 passengers), showing steadily rising visitor recognition. Although total visitors grew in 2024, shuttle ridership slightly declined. During the Caoling Historic Trail Silver Grass Festival, however, the share of visitors purchasing shuttle combo tickets rose from 1.2% in 2023 to 1.6% in 2024. NEYC Headquarters aims to increase the proportion of visitors using the Taiwan Tourist Shuttle to 6% and rail transport to 26% by December 2027, continuing its efforts to promote low-carbon public transport.

Official Carpool Results

Since 2020, NEYC Headquarters has promoted carpooling to reduce fuel vehicle use. From 2022 to 2024, the number of trips declined from 443 to 359, carrying 1,486–2,658 passengers, with an average of four people per trip.

Year	Number of Trips	Total Passengers	Average Passengers per Trip
2022	443	2,658	6
2023	452	1,737	4
2024	359	1,486	4

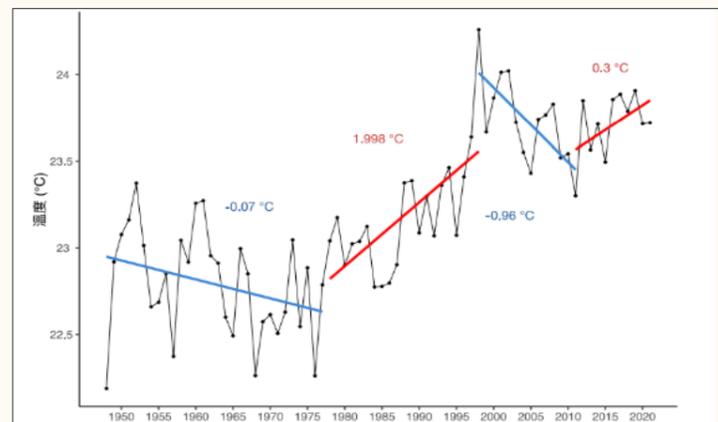


減緩氣候變遷教育推廣

觀察東北角地區內有 102 公里海岸線，沿岸有豐富的海底珊瑚生態系、鯨豚棲地，而區內對龜山島的生態保護經營，也讓龜山島在觀光旅遊活動下，降低龜山島區域動植物的干擾，留有豐富生態，島上台灣狐蝠的生殖狀況亦呈現穩定的現象。

2023 年東北角管理處編制「東北角的生活環境與氣候變遷文字素材」以區域內相關生物及海洋研究 - 珊瑚、鯨豚與狐蝠為主題，邀請中央研究院生物多樣性研究中心陳昭倫、郭兆揚、黃雅怡研究員及國立陽明交通大學生物科技學系蕭安孜碩士生、鯨豚研究專業者余欣怡博士、社團法人台灣蝙蝠學會林清隆秘書長、研究員尤宜雅，針對其專業領域提供對於東北角地區生態與氣候變遷觀察的科普知識。

- 氣候變遷對鯨豚的影響
- 氣候變遷如何影響臺灣蝙蝠生存
- 環境變遷衝擊下東北角暨宜蘭海岸「過渡帶」珊瑚生態系



台灣北部與東北角海域 1948-2020 年海表均溫趨勢圖
(陳昭倫研究員提供)



長吻飛旋海豚 (攝影版權：余欣怡)



龜山島上之臺灣狐蝠取食稜果榕。
(攝影版權：林清隆)

以 20 公里環狀線遊程為基礎，檢視旅途中因交通與用餐選擇不同所產生的碳足跡與碳排放量，作為鼓勵遊客採取低碳行動的教材。

鼓勵遊客前往東北角旅遊時，從出發地到目的地皆優先選擇大眾運輸，自備水壺以減少瓶裝水消費，並攜帶環保餐具、選擇減少一次性垃圾的餐廳或便當店。遊程可選擇租借腳踏車或電動車，暢遊 20 公里環狀線，沿途欣賞東北角的地質景觀、馬岡與卯澳漁村、三貂角燈塔等景點，同時選擇使用在地食材的餐廳，支持地方消費。

依據試算，每位遊客可減少約 8.9 公斤二氧化碳當量 (kg CO₂e) 的旅遊碳排放，約相當於一盞 21 瓦燈泡連續點亮一個月 (約 711 小時) 的用電排放量。

補充說明：東北角地區氣候變遷科普知識文案 編撰 [中英文版] 分享於東北角管理處觀光資訊網永續專頁，將於後續運用於轄區內教育推廣。
<https://www.necoast-nsa.gov.tw/>

Climate Change Education

NEYC Headquarters manages about 102 km of coastline, featuring rich coral ecosystems and cetacean habitats.

Through its management of Guishan Island, NEYC has reduced wildlife disturbance while maintaining biodiversity, with the Formosan flying fox population remaining stable.

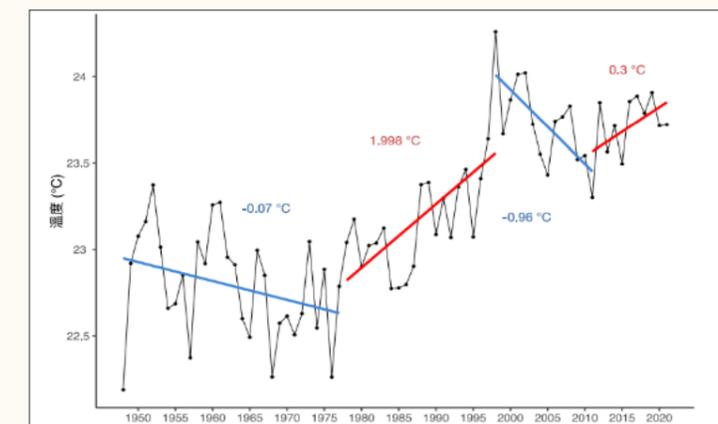
In 2023, NEYC published “Living Environment and Climate Change in the Northeast Coast,” highlighting research on corals, cetaceans, and flying foxes.

Contributors included experts from the Biodiversity Research Center, Academia Sinica, and the Bat Association of Taiwan, as well as cetacean researchers.

This publication offers insights into how climate change affects marine and terrestrial species in the region.

Topics include:

- Climate Change and Cetaceans
- Bat Survival in Taiwan
- Coral Ecosystems of the Northeast and Yilan Coasts



Sea Surface Temperature (SST) trends of the northern and northeastern Taiwan coasts from 1948 to 2021 (copyright: Dr. Chao-Lun Chen)



Figure A: Long-snouted spinner dolphin (copyright: Hsin-Yi YU)



Figure B: The Formosan flying fox on Turtle Island is foraging in a milk tree (copyright: Ching-Lung LIN)

It encourages visitors to review their travel-related carbon footprint through a 20 km circular route and make low-carbon choices, such as using public transport, bringing reusable bottles and utensils, and choosing eco-friendly restaurants that minimize single-use waste.

They can also cycle or drive electric vehicles to enjoy the coastal scenery, including Magang and Mao' ao fishing villages and the Sandiaojiao Lighthouse, while supporting local restaurants that use regional ingredients.

Note: 1. The bilingual publication “Popular Science on Climate Change in the Northeast Coast” has been shared on its official Sustainability Page (www.necoast-nsa.gov.tw) for education and outreach. 2. Contributors include Dr. Chao-Lun Chen, Dr. Chao-Yang Kuo, Dr. Ya-Yi Huang, and An-Zi Hsiao from the Biodiversity Research Center, Academia Sinica; Dr. Hsin-Yi Yu, a cetacean expert; and Ching-Lung Lin and Hsuan-Ya Yu from the Bat Association of Taiwan.

官網永續專區持續優化

東北角管理處接軌國際永續旅遊標準邁入第 10 年，為更有效地推廣綠色目的地與永續旅遊行動的落實，管理處持續優化官網的永續資訊，專區主要分為三大主題：「永續行動」、「永續故事」、「永續遊程」。將東北角永續政策、永續報告、相關行為規範守則、無障礙資訊、綠色企業等整合於永續專區，讓利益相關人（遊客、旅行業者、居民等）能更容易了解永續相關訊息。



圖片來源：東北角官網首頁 - 建立永續專區

NEYC's Official Sustainability Tourism Page

Entering its 10th year of implementing international sustainable tourism standards, NEYC Headquarters continues to enhance its online Sustainability Page to better promote its sustainable achievements and tourism practices.

This page is organized into three main themes: Sustainable Actions, Sustainability Stories, and Sustainable Itineraries. It integrates NEYC's sustainability policies, reports, guidelines, accessibility information, and green enterprises, allowing stakeholders—including visitors, travel operators, and local residents—to easily access sustainability-related information.



Image Source: NEYC Official Website Homepage - Sustainability Tourism Section

利益相關人—永續概念溝通

東北角管理處於 2024 年著手製作永續旅遊須知中文影片與電子書手冊《東北角永續管理知多少》，宣導負責任旅遊，2025 年將接續製作英文版的影片與電子書《How Much Do You Know About Sustainable Tourism》。



圖片來源：製作電子書手冊向利益相關人溝通東北角永續旅遊訊息

Effective Communication with Stakeholders

In 2024, NEYC Headquarters produced a Chinese-language video and e-book titled “How Much Do You Know About Sustainable Management in the Northeast Coast” to promote responsible tourism awareness. An English version, “How Much Do You Know About Sustainable Tourism”, will follow in 2025.



Image Source: Production of a short video to communicate NEYC's sustainable tourism messages to stakeholders.

福隆雙鐵行

- 減碳行動**
搭火車到福隆，租自行車去拜訪一百歲的舊草嶺隧道，了解古蹟再利用成為自行車道，從新北福隆騎到宜蘭石城，沿海岸騎乘 20 公里環狀線。
- 體驗文化**
沿路將行經馬崗、卯澳體驗漁村文化，聽石頭屋、漁民採集活動的故事，品嚐石花凍。



行為規範守則溝通

水域安全政策宣導與管理

為提升轄區水域安全管理效能，東北角管理處每年辦理兩次水域業者座談會，邀集轄內水域周邊業者共同檢討現行安全措施與問題解決方案。2022 年至 2024 年間，每年 3 月針對轄內 10 所學校（鼻頭、和美、福隆、澳底、大溪、大里、公館、壯圍等國小；壯圍國中及南安國中）辦理「水域安全活動宣導注意事項」講習，並於 2023 年度特別擴大至瑞芳區 10 所中小學進行宣導。此外，每年於水域開放前，督促轄內業者進行水域安全設施檢查及防溺水救溺演練，參與單位包括福隆貝悅大飯店、龍門露營區凌群育樂有限公司、水上玩家行及蘇澳海派生活工作室等，以確保水域遊憩活動的安全。

導覽解說志工專業培訓

為強化生態旅遊與地質公園導覽解說專業，於 114 年 2 月 19 日、4 月 16 日、7 月 30 日及 9 月 9 日分階段辦理志工研習及外語解說課程。研習內容涵蓋生態、地質及自然保育教育課程，並由專業講師授課，強化導覽人員解說技巧與外語能力（特別是英語解說），以提升龜山島及大東北角地區生態旅遊的國際化與永續發展。同時納入急救訓練課程，提升遊客服務品質。

大東北角觀光圈穆斯林友善環境推動

配合政府推動穆斯林友善旅遊政策，辦理大東北角觀光圈業者友善環境改善輔導計畫，協助業者進行設施設備與服務流程優化，促進穆斯林旅遊於觀光圈內的深度發展與國際市場拓展。

官網區域內安全管理與宣導事項

為便於遊客於本轄區內旅遊潛在安全之認識，於官網與 FB 提供各項活動注意事項，針對龜山島開放與登島申請亦設置服務專頁智慧管理，對於自行車旅遊建議與注意事項，也提供折頁與電子書供遊客參考。



Communicating Codes of Conduct

Water Safety Promotion and Management

To enhance water safety management within its jurisdiction, NEYC Headquarters holds two water safety meetings each year with local water-based businesses, to jointly review existing safety measures and develop solutions to identified issues. From 2022 to 2024, every March, NEYC organized “Water Safety Activity Guidelines” sessions for 10 schools in the area, and in 2023 this program was further expanded with the addition of 10 schools in Ruifang District. Before each water recreation season, NEYC supervises operators in conducting inspections of water safety facilities and organizing drowning prevention and rescue drills. Participating entities include Fullon Hotel Fulong, Longmen Camping Site (Ling Chyun Recreation Co., Ltd.), Water Player, and Su’ ao Haipai Life Studio, helping ensure the safety of water-based recreational activities.

Professional Training for Interpretation Volunteers

To strengthen ecotourism and geosite interpretation, volunteer and foreign-language training programs were held on February 19, April 16, July 30, and September 9, 2025. Courses covered ecology, geology, and nature conservation, taught by professional instructors to enhance guiding skills and foreign language proficiency (especially English). The training also included first aid certification, further improving visitor safety and service quality for Guishan Island and the Greater Northeast Coast region.

Promotion of a Muslim-Friendly Environment

In line with national policy on Muslim-friendly tourism, NEYC Headquarters implemented a facility improvement and advisory program to help local tourism operators optimize amenities and service processes. These initiatives aim to foster in-depth Muslim tourism experiences and expand international market engagement.

Online Safety Information and Visitor Guidance

To enhance visitor awareness of potential safety risks within the NEYC, on its official website and Facebook page are provided safety notices and activity guidelines. Dedicated web pages also offer smart management for Guishan Island access and permit applications, as well as digital brochures and e-books with recommendations and safety tips for cycling tours, ensuring that visitors can travel safely and responsibly.





利益相關人溝通

工程案件溝通與共識凝聚

為確保工程推動順利並兼顧地方意見，東北角管理處於各年度執行前均主動與利益相關人溝通說明。

- 2022 年執行工程 8 案、2023 年 13 案、2024 年 11 案各年度召開說明會或施工前協調會比例均達 100%。
- 以卯澳地區服務據點建設計畫為例，東北角管理處於 2022 年 3 月至 2023 年 6 月進行資源盤點與地方共識凝聚，並透過討論會議及工作坊，與當地機關、學校、協會及觀光業者交流意見，研擬疫後觀光發展策略。就卯澳地區公有閒置土地再利用議題，於 2022 至 2023 年間召開 2 場工作坊、1 場說明會及 3 場工程設計討論會議，共 94 人次利益關係人參與。最終確立設置卯澳故事體驗場域與停車場各 1 處，並於 2024 年 9 月完工啟用，截至 2025 年 6 月累計約 22,548 人次造訪。

支持在地觀光產業

管理處協助在地業者於年度大型活動中提升產品曝光度及銷售機會，鼓勵在地永續商業活動。據統計資料，2023 年共有 95 家業者參與活動，2024 共 69 家業者參與活動。2023 年參與活動遊客數明顯為 2024 年參與生活節活動遊客人次多平均四倍。

自 2025 年起，將監控內容納入業者於活動現場之銷售金額統計，以量化在地經濟效益與產值。

活動名稱	參與業者 (家數)	參與遊客數 (人次)
2023 福隆生活節	45	13,850
2023 壯圍生活節	50	15,682
2024 福隆生活節	30	3,783
2024 壯圍生活節	39	5,000



Communicating with Stakeholders

Stakeholder Engagement in Construction Projects

- In 2022, a total of 8 projects were carried out, followed by 13 in 2023, and 11 projects as of 2024. For every year, the proportion of public briefings or pre-construction coordination meetings reached **100%**.
- For the Mao-ao Service Station Project, from March 2022 to June 2023 the NEYC conducted resource assessments and consensus meetings with local agencies, schools, associations, and tourism operators to plan post-pandemic tourism strategies. Regarding the reuse of idle public land, two workshops, one briefing, and three design meetings were held (94 participants in total). They resulted in the Mao-ao Story Experience Site and a parking lot, completed in September 2024 and visited by 22,548 people as of June 2025. and e-books with recommendations and safety tips for cycling tours, ensuring that visitors can travel safely and responsibly.

Supporting Local Tourism Enterprises

NEYC Headquarters assists local tourism enterprises in enhancing product exposure and sales opportunities during major annual events, encouraging sustainable local business activities. Starting in 2025, sales data from participating enterprises will be collected to quantify local economic benefits and output value.



Event Name	Participating Businesses	Visitors (persons)
2023 Fulong Living Festival	45	13,850
2023 Zhuangwei Living Festival	50	15,682
2024 Fulong Living Festival	30	3,783
2024 Zhuangwei Living Festival	39	5,000

生態保育與資源調查成果

龜山島生態監控資料

龜山島因登島觀光僅限 3 月至 11 月白天進行，夜間無燈光與人為干擾，島上整體環境維持自然良好，生態保育成果顯著。

東北角管理處於 2024 年委託社團法人基隆市野鳥學會，針對登島遊客動線周邊（含步道及軍事坑道區）進行春、夏、秋三季生態資源穿越線調查。歷時 8 個月，共記錄 316 科 788 種動植物與真菌。

東北角管理處志工楊月姿女士自 2020 年起持續於龜山島進行蝶類監測，結果顯示龜山島蝶類多樣性穩定，顯見島上生態環境維持良好成果如下：

調查期間	月數	記錄科數	記錄種數	總隻次數
2020.6-2021.5	9	5 科	80 種	3244 隻次
2021.8-2022.7	9	5 科	89 種	3187 隻次

註：龜山島每年僅開放 9 個月，因此僅就開島時段調查。

島上狐蝠調查研究，由農業部林業及自然保育署宜蘭分署委託台灣蝙蝠學會辦理，於 2024 年調查共目擊 777 隻次狐蝠（平均約 194 隻次/夜），聽到 37 次叫聲，記錄 200 筆活動跡象。估計龜山島狐蝠族群數量約 183 至 204 隻，呈穩定上升趨勢。

海米研究復育

鹽寮沙灘清理與海米保育議題促使農業部林業試驗所執行「海米區外保育研究」，研究項目為活體移地保育、遺傳親緣分析、菌根共生及族群分布。2023 年至 2024 年研究成果包含以無性繁殖獲得新生個體、遺傳親緣分析研究等，因龍門沙灘海米族群具獨特遺傳價值，應持續保育；惟有性繁殖受限於種子取得與發芽技術，後續仍需研發改進。

工程生態影響評估與檢核作業

依據「交通部觀光署各國家風景區管理處觀光工程生態檢核作業方案」，針對 2023 年執行之新建工程計 2 案（「永鎮歸日之丘」及「卯澳灣聚落入口動線串聯工程」）辦理生態檢核作業。

永鎮歸日之丘工程：生態檢核報告建議針對中華沙蟹與皺紋陸寄居蟹的棲地減損與路殺風險，採取「迴避」及「縮小」之保育策略；對黑鳶、大冠鷲、鳳頭蒼鷹等鳥類棲地干擾，則採「迴避」與「補償」策略。經回饋設計單位後，工程採取最小擾動原則，施工動線與材料堆放設於低敏感區；涉及喬木生長範圍則進行喬木移植與灌木補植。整體工程於設計與施工階段均落實可行之生態保育措施。

Ecological & Resource Survey Findings

Ecological Monitoring Data of Guishan Island

Only daytime visits are allowed from March to November. As such Guishan Island remains free from nighttime lighting and human disturbance, preserving its natural environment and achieving significant ecological conservation results.

In 2024, NEYC Headquarters commissioned the Keelung Wild Bird Society to conduct spring, summer, and autumn transect surveys along visitor routes (including trails and military tunnel areas). Over eight months, the survey recorded 788 species across 316 families of plants, animals, and fungi.

Since 2020, NEYC volunteer Ms. Yueh-Tzu Yang has continuously monitored butterfly populations on Guishan Island. The results indicate a stable butterfly diversity, demonstrating the island's well-maintained ecological balance and successful conservation outcomes.

Survey Period	Survey Months	Recorded Family Count	Recorded Species Count	Total Butterflies
2020.6-2021.5	9	5	80	3,244
2021.8-2022.7	9	5	89	3,187

Note: Guishan Island is open to visitors only nine months each year; therefore, surveys are conducted only during its open season.

The study of flying foxes on Guishan Island was conducted by the Bat Association of Taiwan, commissioned by the Yilan Branch of the Forestry and Nature Conservation Agency, Ministry of Agriculture. In 2024, the survey recorded 777 individual sightings of flying foxes (an average of about 194 per night), 37 vocalizations, and 200 activity records. The island's flying fox population is estimated at approximately 183 to 204 individuals, showing a stable and gradually increasing trend.

Halophila beccarii (sea grass) Research and Restoration

Conservation concerns about Halophila beccarii in NEYC prompted the Taiwan Forestry Research Institute (TFRI) under the Ministry of Agriculture to conduct an ex-situ conservation study focusing on transplantation, genetic analysis, and population distribution.

Between 2023 and 2024, asexual propagation was achieved and confirmed the unique genetic value of the Longmen Beach population, underscoring the need for continued protection. However, sexual reproduction remains limited due to challenges in seed collection and germination, requiring further research.

Ecological Impact Assessment and Review of Construction Projects

In accordance with the Ecological Review Procedures for Tourism Construction Projects, NEYC Headquarters conducted ecological assessments for two projects in 2023 — **Yongzhen Hill of Returning Sun and Mao-ao Bay Settlement Entrance Connection**.

For the **Yongzhen Hill Project**, conservation strategies such as avoidance, minimization, and compensation were adopted to reduce habitat loss and disturbance to crabs and raptors, with implementation of minimal-impact design and tree transplantation.

舊草嶺隧道文化再利用活化在地經濟

舊草嶺隧道建於日治大正 10-13 年間（西元 1921-1924 年），全長 2,167 公尺，是日治時期台灣最長的鐵路隧道，因其為單線火車道，1968 年於西側另新建雙線車道而封閉荒廢，東北角管理處自 1999 年到 2008 年持續與 10 個公私部門溝通活化工作，期間 2004 年舊草嶺隧道被指定為三級古蹟，終於 2008 年重新活化整建為自行車道。至 2011 年延伸「東北角舊草嶺環狀線自行車道」成為生態環保之旅遊線。經舊草嶺隧道至石城連接東北角濱海自行車專用道，沿太平洋經萊萊海蝕平臺、四角窟觀景區至三貂角燈塔，行經馬崗、卯澳漁村後回到福隆，全程約 20 公里。隧道轉型帶來地方餐飲、旅宿及自行車業之活絡，尤以自行車租賃業者從 0 家發展已成長至 20 餘家。據統計，每年約有 25 萬人到訪舊草嶺隧道，有效帶動地方產業再生。

年份	舊草嶺隧道 遊客人次	預估觀光產值 *
2022	192,381	192,381* NT\$1,555 元 =299,152,455
2023	280,522	280,522*NT\$1,933 元 =542,249,026
2024	261,135	261,135*NT\$2,621 元 =684,434,835

26.1 萬遊客



拜訪舊草嶺隧道

20+ 商家



吸引旅遊服務相關店家

6.8 億元



預估帶來觀光產值

Using the Old Caoling Tunnel to Boost the Local Economy

The Old Caoling Tunnel, built between 1921 and 1924 during the Japanese colonial period, spans 2,167 meters and was once Taiwan's longest railway tunnel. After being abandoned in 1968 due to the construction of a new double-track line, it remained unused for decades. From 1999 to 2008, the Northeast Coast National Scenic Area Administration (now NEYC Headquarters) collaborated with 10 public and private partners to restore the site. Designated a Class III historic monument in 2004, the tunnel was revitalized and reopened in 2008 as a cycling path. In 2011, it was extended into the Northeast Coast Old Caoling Circular Bike Path, forming a 20-km eco-friendly route along the Pacific coast passing Shicheng, Laolai, Sijiaoku, Sandiaojiao Lighthouse, Magang, Mao'ao, and back to Fulong. This project has revived local tourism, boosting restaurants, lodging, and bike rentals—from none to over 30 shops—and now attracts around 250,000 visitors annually, driving regional economic renewal.

Year	Visitors	Estimated Tourism Output (NT\$)
2022	192,381	192,381* NT\$1,555 元 =299,152,455
2023	280,522	280,522*NT\$1,933=542,249,026
2024	261,135	261,135*NT\$2,621=684,434,835

261,135 visitors



To The Old Caoling Tunnel

20+ shops



New Tourism Businesses
Created

684 million NT\$



Estimated Tourism Output

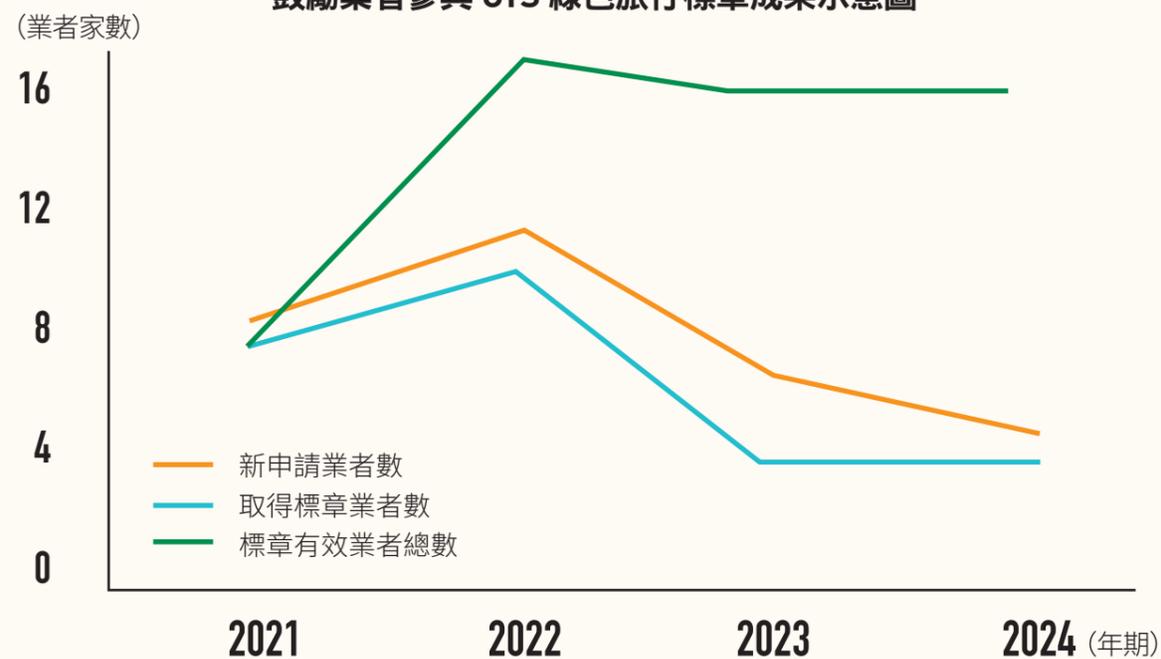
補充說明：依據 111 年至 113 年「東北角暨宜蘭海岸國家風景區遊客滿意度調查報告」調查之 [於東北角及宜蘭海岸國家風景區的平均每人預計消費支出] 數據為基礎，乘以年遊客量，進行推估計算。

Note: Based on the Visitor Satisfaction Survey Reports of the Northeast and Yilan Coast National Scenic Area (2022-2024), the estimated economic benefits were calculated by multiplying the average per capita planned spending by the annual number of visitors.

鼓勵業者實踐永續行動

東北角管理處於 2016 至 2020 年著重在於內部永續管理的基礎架構建置，為將永續實踐策略推展至區域業者與利益相關團體，於 2020 年作為綠色目的地基金會在亞洲第一個先驅夥伴，採用 GTS 綠色旅行標章 (Green Travel Seal, GTS) 系統作為工具，協助區內業者接軌國際永續旅遊管理系統，自 2020 至 2024 年分別協助 7 家、9 家、3 家、3 家業者取得「GTS 綠色旅行標章」，為擴大鼓勵業者參與永續行動的實踐，另於 2023 年始連續三年舉辦「大東北角永續實踐故事競賽」，鼓勵業者將營運服務中已純熟的永續實踐行動寫成故事進行分享，讓更多的永續實踐行動案例能被看到，影響更多區內業者投入永續實踐的行列。

鼓勵業者參與 GTS 綠色旅行標章成果示意圖



Encouraging Sustainable Practices among Businesses

From 2016 to 2020, NEYC Headquarters focused on establishing a solid foundation for internal sustainability management. To extend these sustainability strategies to local businesses and stakeholder groups, NEYC Headquarters became the first Asian partner of the Green Destinations Foundation in 2020 and adopted the **Good Travel Seal (GTS)** system as a tool to help local enterprises align with international sustainable tourism standards.

Between 2020 and 2024, NEYC Headquarters supported 7, 9, 3, and 3 businesses, respectively, in achieving the GTS Award. To further promote industry-wide participation in sustainable practices, the NEYC Headquarters launched the **“Greater Northeast Coast Sustainability Story Competition”** in 2023, which has been held for three consecutive years. This competition encourages businesses to share their success stories of sustainable operations, showcasing best practices and inspiring others across the region to join the sustainability movement.

Year of Certification	New Applicants (Businesses)	Awarded Businesses	Total Valid Awards
2021	8	7	7
2022	11	9	16
2023	6	3	15
2024	4	3	15



大東北角永續實踐故事競賽

東北角管理處於 2023 年至 2024 年舉辦二屆大東北角永續實踐故事競賽，鼓勵大東北角觀光圈觀光業者們分享於社會文化、生態環境、社會經濟與監控管理等面向的永續實踐故事。競賽分為「綠色企業」及「一般業者」組別，歷屆獲獎名單如下。

第一屆大東北角永續實踐故事競賽

一般業者組	<ul style="list-style-type: none"> · 第一名：一念初衷，百年受用 三富休閒農場 - 紫森林旅宿股份有限公司 · 第二名：產地到餐桌間的「市場生活博物館」 音樂米創意產銷企業社 · 第三名：追垃圾越追越少垃圾 石山水禪民宿
綠色業者組	<ul style="list-style-type: none"> · 第一名：綠色廚房 - 牽起在地友善生產者與消費者 頭城休閒旅館股份有限公司 · 第二名：看見雙溪綠色文旅 雙溪注腳工作室 · 第三名：東北角卯澳漁村石花菜： 文化遺產永續 / 蘭陽平原友善耕作小農 礁溪山形閣溫泉飯店 - 福泰國際旅館管理顧問股份有限公司礁溪分公司

第二屆大東北角永續實踐故事競賽

一般業者組	<ul style="list-style-type: none"> · 第一名：幫銀柳找回綻放一百公頃的期待 有限責任宜蘭縣明慶農產運銷合作社、三星銀柳 · 第二名：3 things in agRioz—橘柑一起唱，廢棄物成寶藏 橘之鄉 · 第三名：星空 X 藝素的永續觀光產業文化 星空 X 藝素工作室
綠色業者組	<ul style="list-style-type: none"> · 第一名：傳藝柑仔龜 - 復興即將失落的民間藝術，再現經典 財團法人全聯善美的文化藝術基金會 · 第二名：讓持續的紀錄，成為進步的基石 逸閒居 牽罟 · 牽古—「罟」肱之力牽起大海的手（並列） 宜蘭縣頭城鎮港口社區發展協會



2024 年 ITB 柏林旅展公布綠色目的地永續故事比賽成果，其中「商業與行銷類別」第二名【綠色廚房 - 牽起在地友善生產者與消費者】 - 頭城休閒農場 / 頭城休閒旅館股份有限公司

Greater Northeast Coast Sustainability Story Competition

From 2023 to 2025, NEYC Headquarters organized three editions of the “Greater Northeast Coast Sustainability Story Competition.” This competition encourages tourism businesses within the Greater Northeast Coast tourism region to share their sustainability practices across four key aspects — socio-cultural, ecological and environmental, socio-economic, and management and monitoring. It is divided into two categories: “Green Enterprise” and “General Business.” The lists of award-winning participants from each edition are as follows.

The 1st Greater Northeast Coast Sustainability Story Competition

General Businesses	<ul style="list-style-type: none"> · 1st Place: A Commitment from the Beginning, Benefiting for a Century (San-Fu Leisure Farm – Purple Forest Hotel Co., Ltd.) · 2nd Place: From Farm to Table: A “Market Life Museum” (Music Rice Agri-Marketing Studio) · 3rd Place: Chasing Garbage, Finding Less and Less Waste (Shi Shan Shui Zen B&B)
Green Enterprises	<ul style="list-style-type: none"> · 1st Place: Green Kitchen — Connecting Local Eco-friendly Producers and Consumers (Toucheng Leisure Hotel Co., Ltd.) · 2nd Place: Discovering Shuangxi’ s Green Cultural Tourism (Note Shuangxi Studio) · 3rd Place: Sustainable Heritage of Auao Fishing Village’ s Gelidium Culture/ Eco-friendly Farming in the Lanyang Plain (Yamagata Kaku Hotel & Spa – Forte Hotel Management Consulting Co., Ltd. Jiaoxi Branch)

The 2nd Greater Northeast Coast Sustainability Story Competition

General Businesses	<ul style="list-style-type: none"> · 1st Place: Bringing Back a Hundred Hectares of Blooming Hope for Silver Willows (Mingqing Agricultural Marketing Cooperative, Yilan County — Sanxing Cat-tail Willow) · 2nd Place: 3 Things in agRioz — Singing with Oranges, Turning Waste into Treasure (Agrioz Food Co., Ltd.) · 3rd Place: Starry Sky X Art & Vegan — A Sustainable Tourism Culture (Starry Sky & Art Vegan Village)
Green Enterprises	<ul style="list-style-type: none"> · 1st Place: Traditional Art Turtle Figurines — Reviving a Vanishing Folk Art and Bringing Classics Back to Life (Yilan Park of National Center for Traditional Arts - Sunmake Cultural and Educational Foundation) · 2nd Place (tie): Turning Continuous Records into a Foundation for Progress (The Easy Space B&B) Pulling Nets, Preserving Traditions — Reviving the Ancient Fishing Practice (Gangkou Community Association, Toucheng, Yilan)

2024 永續報告書

2024 Sustainability Report

發行單位 Publishing Organization :

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發行人 Publisher

游麗玉 Li-Yu Yu

主編輯 Editor-in-Chief

江舒君 Shu-jiun Jiang

編輯團隊 Managing Editors

林佳鋒 Chia-feng Lin、陳奕廷 Yi-Ting Chen、洪丞慧 Cheng-Hui Hung、柯志憲 Jih-Sian Ke

排版規劃 / 英文翻譯 Layout Planner & Translator

李介茹 JiehJu Li

英文翻譯校稿 Translation Editor

羅雪柔 Cheryl Robbins

美術編輯 Graphic Editor

劉曜徵 Yaozheng Liu

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The photographs in this report are award-winning works from the Northeast and Yilan Coast National Scenic Area Photography Contests in 2024, 2021, 2018, 2017, and 2015.

永續實踐之路

東北角及宜蘭海岸國家風景區管理處與您同行

The Journey of Sustainability with the NEYC Headquarters

一個人走得快 一群人走得遠

If you want to go fast, go alone.

If you want to go far, go together. — African proverb



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Northeast and Yilan Coast National Scenic Area Headquarters

+886-2-24991115



@necoast.nsa



<https://admin.taiwan.net.tw/necoast-nsa>